

KEWAUNEE COUNTY ADMINISTRATOR'S OFFICE

Jennifer Schneider
Tourism Coordinator/Public Information Officer

FOR IMMEDIATE RELEASE

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Kewaunee County Launches Revamped Tourism Website www.VisitKewauneeCounty.com

KEWAUNEE, WI – It is official, <u>www.VisitKewauneeCounty.com</u> is now live on the World Wide Web for visitors to check out, with a brand new look.

The website was gifted to Kewaunee County by Kewaunee County Economic Development Corporation (KCEDC) in September 2016. Kewaunee County kept the already established brand and original URL, but underwent a total redesign.

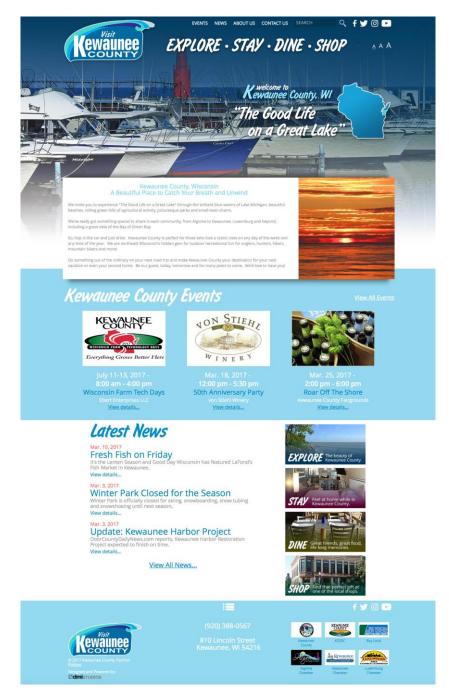
The website, which was unveiled this week at the 2017 Wisconsin Governor's Conference on Tourism in Milwaukee by the designer, DMI Studios, invites visitors to EXPLORE, STAY, DINE, SHOP Kewaunee County. It also showcases the latest local EVENTS and highlights latest tourism-related NEWS happening in Kewaunee County.

"The goal of www.VisitKewauneeCounty.com is to be a one-stop shop for visitors, whether you're coming from out-of-town and searching for something unique to do in Kewaunee County or if you're simply looking to be a tourist in your hometown," said Jennifer Schneider, Kewaunee County Tourism Coordinator/Public Information Officer. "When people travel, they are on their smart phones and tablets and we needed a website like this one to help get Kewaunee County on the map," said Schneider.

The website is also designed to easily adjust to fit different sized screens. And, behind the scenes Kewaunee County will be able to keep close tabs on the amount of site traffic.

"We're able to track the number of users, page views, the average amount of time that someone is on the website and more," said Ross Loining, Kewaunee County IT Director.

The new website is also just the beginning of tourism-related improvements for Kewaunee County. The look of the site resembles the new "Welcome to Kewaunee County" signs, which will go up in spring on HWY 29, HWY 54 and HWY 42.



CONTACT:

Jennifer Schneider

Tourism Coordinator/Public Information Officer, Kewaunee County

Office: (920) 388-0567

Email: schneiderj@kewauneco.org

Kewaunee County
810 Lincoln Street
Kewaunee, WI 54216

PHONE (920) 388-7164
FAX (920) 388-7101
WEBSITE http://www.kewauneeco.org